



## Fact Sheet 25 - Publicity Requirements

	Valid from	Valid to	Main changes
Version 1	27.04.15	...	
Version 2	17.12.15	12.05.16	Project poster requirement added (European Commission requirement)
Version 3	12.05.16		Clarified rules for billboards

**Core message:** Accepting an EU grant means agreeing to promote the work of the European Union in the North Sea Region. All materials produced for distribution outside the partnership – in whatever media – must therefore clearly state that the project is EU funded. In addition, the programme’s strategy is built on active and effective communication of project results and this Fact Sheet gives some indications of how to tackle this in day-to-day work.

### Background

The framework for communication in the 2014–2020 programming period is laid out in articles 115–117 and Annex XII of Regulation 1303/2013. Implementing Regulation (EU) 821/2014 lays out the specific requirements for use of the European Union flag, plaques and billboards.

In addition to these regulations, there are also requirements laid down by the North Sea Region Programme. Projects must follow all requirements in order for spending to be considered eligible. This Fact Sheet provides a summary of the main points.

### Summary of requirements

Projects must:

1. Refer to the European Union, the European Regional Development Fund and the North Sea Region Programme correctly and visibly in all project publications, both online and in print
2. Set up a website and provide regular information about the project
3. Make use of the project logo provided by the Joint Secretariat
4. Put up project poster – and a billboard or plaque, when total public funding for an infrastructure or construction contract exceeds €500,000

Please note that most requirements are met by making use of the free project webspace, project logo and project poster provided by the Joint Secretariat, as described in the following sections.



## Correct reference to the European Union, Fund and Programme

All project information and communication measures must acknowledge the funding provided by the European Regional Development Fund by displaying the European Union flag in accordance with Commission guidelines, together with a reference to the European Union and the European Regional Development Fund.

Furthermore, all project information and communication measures must clearly refer to the North Sea Region Programme. The project logo provided by the Joint Secretariat has been designed to live up to all of these requirements. Use it to avoid any risk of later errors!

Please also note that 'European Union' must be spelled out at all times. If any item is too small for all of these references, the EU flag and an acknowledgement that the EU has provided the project's funding, must be included as an absolute minimum. Any item failing to meet these requirements will be considered ineligible and may also result in an additional demand for repayment.

## Use of project webspace and social media

During implementation, the project must inform the public about the support obtained from the European Regional Development Fund by providing a short description of the project, its aims, results and financial support received on a project website.

The North Sea Region Programme will facilitate this process by providing all projects with a website ("project webspace") hosted through the Programme's website. All projects should make active use of this webspace.

The project webspace is linked to the programme website and online monitoring system. As a result, information about the project including a short description of the project, the budget and contact details of the Lead Beneficiary, will be transferred directly from the project application to the project webspace. Likewise, an overview of the main project outputs reflected in activity reports will be automatically shown on the webspace. Every project must upload all main written outputs with the activity report and these will be transferred to the webspace to provide stakeholders with an up to date picture of project activities and outcomes.

Projects can create their own news and event items, which will be shown on the project webspace as well as on the programme website, ensuring maximum visibility. Furthermore, projects are free to add sections, links, photos and graphics to their webspace.

It is still possible (but not always necessary) for projects to create a separate website. Nevertheless, it is a requirement that project information on the webspace is up to date and that news and other information is communicated on time and regularly.

The North Sea Region Programme does not require the use of social media, but projects are strongly encouraged to make use of the best known platforms to further spread and share



important messages and learning. The programme monitors social media and will act as a multiplier of project information to achieve maximum impact.

## Project logo and branding

In 2014-2020 Interreg programmes and their projects will use the same brand. This means that all North Sea Region Programme projects will use a specific Interreg project logo provided by the Joint Secretariat.

In addition to the project acronym, the logo contains the European Union flag as well as a reference to the European Union, the North Sea Region Programme and the European Regional Development Fund. This means that by using the logo, projects will automatically live up to basic communication requirements.

Projects are encouraged, but not obliged, to make use of the additional Interreg design guidelines as specified in the project brandbook available on the North Sea Region Programme website.

Use of the project logo supplied by the Joint Secretariat is a requirement, but projects may use an additional visual element as long as this is done in line with the branding guidelines.

## Poster, billboard and plaque

All beneficiaries must put up a poster with information about the project at a location visible to the public. The poster should include the project's aims and objectives, total budget and funding obtained, and be of minimum A3 size. If a beneficiary is involved in more than one North Sea Region Programme project, one joint poster will suffice. A ready-to-use poster can be downloaded through the online monitoring system.

If a project finances infrastructure or construction contracts<sup>1</sup> and the total public funding exceeds €500,000, the project must put up a temporary billboard of a significant size at a location readily visible to the public. The temporary billboard must be replaced by a permanent plaque or billboard no later than three months after completion of the project.

The plaque or billboard must state the name and the main objective of the project and be in accordance with European Commission guidelines. The programme will provide a plaque template.

## References and links

### Overall legal framework for 2014–2020 communication

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<sup>1</sup> Required for all operations exceeding €500,000 of public financing in accordance with Annex XII of (EC) 1303/2013. In accordance with Regulation 1303/2013 §2 (9), an operation can be defined as a contract.



European Commission Regulation (EC) 1303/2013, chapter II, Article 115-117 and Annex XII (Annex II section 2.2 refers to the responsibilities of beneficiaries):

<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32013R1303&from=EN>

**Specifications for use of the European Union flag, reference to the European Development Fund and characteristics of plaques and billboards**

Implementing Regulation (EU) 821/2014, chapter II:

<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014R0821&from=EN>

**The Interreg brand design manual with project annex, the North Sea Region Programme Communication Strategy 2014–2020 and other relevant guidance material**

The North Sea Region Programme website under *Key Documents* → *Communication Managers*:

[www.northsearegion.eu](http://www.northsearegion.eu)